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LABOUR ORGANISER

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EDITOR: A. L. WILLIAMS

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PRICE FIVEPENCE

Stratified Electioneering

by HERBERT DRINKWATER

SIDNEY WEBB (later Lord Passfield), whose centenary we *might* commemorate in three years time—as we celebrate this year that of his less able, but more flashy contemporary, George Bernard Shaw—is less remembered by most of us for his aid and interest in Labour organisation than for his other great advocacies.

And we haven't yet had by any means all the tributes that are due to him over these things—not even in the vocal and surprisingly cattish diary of his beloved Beatrice!

Three years' younger than his brilliant fellow socialist (who was temperamentally incapable of organising even the proverbial coffee stall) Sidney Webb was a born organiser, schooled and shaped however among the dullards of the higher Civil Service.

Good organisers mostly derive from one of two sources. There is the efficiency man, not popular, but much needed both by Labour and the nation: and there is the humanist—the superman of the everyman; he who likes people and will be loved by them; the go-getter with the smile; and the man who gets things done.

Sidney Webb was of that first category: he was never popular, but he had many of the attributes of those who were. His work inside the Labour Party was conspicuously vital and constructive; and, of the builders of the first quarter of the century, he was among the ablest.

It was about 34 years ago that I asked

Sidney Webb to develop in the *Labour Organiser* a chance remark of his. The result was an article by him, entitled 'Stratified Electioneering', which appeared in the *L.O.* for November 1922. Webb wrote:

I should like to see a little variegated colour in electioneering . . . At present we tend to address them all in the same way, with the result of achieving everywhere a certain amount of 'Misfit'. . . . To come to practical suggestions, I should like to see, as a counsel of perfection, lists, for each constituency, of Doctors, Chemists, Ministers of Religion, Teachers (male and female), Agriculturists, Shop-keepers, Trade Unionists, Friendly Society members, Temperance enthusiasts, Insurance Agents, Co-operators (male and female), Workmen's Club members and ever so many other of the 'strata' into which the constituency is actually divided.

Developing his theme the writer proceeded:

My suggestion is that we should, as far as possible 'stratify' our electioneering, appealing to each section of the electorate in the language which that section understands; emphasising just the points in which that section is interested; subordinating the questions that each section finds dull or unpleasant; addressing to each section the literature most appropriate to it; and generally seeking to substitute for the greyness of mass propaganda, the warmer and more individualised colours characteristic of each man's speciality.

Sidney Webb's 'stratified electioneering' might equally be applied as 'stratified organ-

isation' or 'stratified propaganda'. It is a method adaptable for all three purposes. Few, however, could claim to have adopted his suggestions on an extended scale, though most organisers have moved a little in those directions — principally with grades of working-class electors.

Curiously, some four years before the date of that article I myself with the aid of a full-time clerk and other generous financial assistance from the union (Iron and Steel Trades Association) had attempted something on those lines. Our unused general election ration of cardboard was cut up to $5 \times 3\frac{1}{2}$'s and with the aid of several 'red-books', loads of local papers, and all sorts of lists variously obtained we set out to compile lists of this and that class of people, mostly professional workers — though I had some thousands of names of trade unionists in addition.

In several Midland towns, and in other places, names of trade union members were collected (both Wolverhampton and Birmingham listed about 30,000 each) and such lists were sometimes used for local conferences of trade unionists. It may here be recalled that No. 1 of the *L.O.* (October 1920) advocated precisely this sort of thing.

Unfortunately for Sidney Webb's ideals, an election befell even as his article was published. There came three elections in two years, at a time too when union funds and membership were lamentably contracting. Agencies were closed *ad lib*

BECOMES UTILITARIAN

Under insecurity the agent's work tends to become utilitarian for the day thereof only; long-term organisation cannot be thought of. Further, to add to the trials some of us faced, there came the General Strike; the miners' strike; a break—with a Labour Government and a timid Labour Prime Minister—the great unemployment period; the Mosley desertion, the MacDonald betrayal; the 1931 Election; the Baldwin persecutions and regime; rearmament—and war. Unsettling for organisers? Eh, what?

But I have raised this matter to-day because the great middle classes, so united against us two or three years ago, are having second thoughts. They too have discovered the errors of Tory rule, felt the ray stings of betrayal, and begin to wonder if Labour policy isn't best after all.

I profoundly believe that NOW is the time to win back that section of the middle classes who are economically, and should be

people to our cause I know of none better spiritually, akin to the workers. And of all methods adapted to contact and cement these than to approach them and cater for their intelligencies in their stratas. It is Webb's methods that will bring home the bacon.

Unlike the working classes, who are almost 100 per cent at one with each other economically, the middle classes can be divided into (1) people who have not the slightest economic interest with those who work by hand or by brain, these being the main parasitic rash on society—the rentiers, financiers and the like, and (2) the professional classes. These latter contain many enlightened and far-seeing people whom convention and a ready means of approach to our Party, can have kept them outside. Unless we . . . but there I must write of that again.

CANDIDATES

THE following were endorsed as prospective Parliamentary Candidates by the National Executive Committee recently:

Buckingham	Mr. W. G. Evans
Northwich	Mr. J. Crawford
Stockport South ..	Mr. E. A. C. Roberts
Colchester	Mrs. J. I. Edmondson, M.A., J.P.
Stroud	Mr. A. T. Evans
Hitchin	Mr. P. Benenson
Watford	Mrs. R. Short
Harborough	Mr. J. R. Mably
Lambeth Norwood	Mr. L. L. Reeves
Harrow East ..	Mr. M. Rees
Tynemouth	Mr. W. H. Hutchison
Banbury	Mr. D. J. Buckle
Bridlington	Mr. H. Moor
Newport	Rt. Hon. Sir Frank Soskice, Q.C.
Ross and Cromarty	Mrs. J. B. Saggart
Lanark	Mrs. C. M. J. Hart
Renfrew West ..	Mr. C. Minihan
Stirlingshire West	Mr. W. Baxter

★

CO-OPERATIVE PARTY CANDIDATE RUNNING IN ASSOCIATION WITH THE LABOUR PARTY

Hendon North .. Mr. C. H. Genese

Alderman G. B. Eddie tells the story of over 30 years of industrial and political change in this Lancashire town.

Revolution in Blackburn

IN November 1920, almost 36 years ago, I came to Blackburn to succeed George Shepherd as Labour Party Agent. In those 36 years I have lived through a tremendous revolution in the industrial and political life of the town.

In 1920 Blackburn was still one of the largest cotton weaving towns in the world. It was then enjoying the peak of the cotton boom after the 1914-18 world war. There were approximately 140 cotton mills in the town and about 100,000 weaving looms, and more than 60 per cent of its working population was employed in cotton.

To-day there are only 60 cotton mills with 24,000 weaving looms and only 20 per cent of the workers are employed in the industry. In the 20 years between the two World Wars the total population of the town dropped from 133,000 to about 109,000.

These figures speak for themselves and behind them lies a story of tragedy and misery which I hope will never be repeated. For long periods we had nearly half the working population of the town unemployed and in many instances the period of unemployment lasted for years.

It is not the purpose of this article to write this story in detail. I mention those figures because obviously this serious industrial situation had a profound effect on the general structure, character and work of the Constituency Labour Party.

GAVE ADVICE

It is true to say that the party office virtually became a vitally important Citizens' Advice Bureau. Week by week we dealt with scores of cases relating to unemployment pay, sick pay, public assistance, pensions, rents, free meals, clothing and all the other problems arising from a serious industrial slump. And we not only gave advice, we argued cases before every available tribunal.

All this has had a permanent effect on the work of the local party. Even in these days of more or less full employment the Labour Party office is still the place to which people

come to seek a solution of their problems.

How well I remember the year 1933 when my friend Alderman Jack Beardsworth set out on a campaign to secure a reduction in rents in accordance with the provisions of the Rent Restriction Acts. That campaign grew to enormous proportions and compelled not only the local party but also the local authority to set up special machinery to deal with the cases.

We dealt with over 10,000 rent cases in just over six months and secured a substantial reduction in rent in most cases. All this is a form of propaganda that has paid dividends.

LABOUR COUNCIL

What about the general political set-up in the town? Blackburn has had a Labour town council since 1945 and it has a Labour M.P. It is true that we only kept our parliamentary seat last May by a very narrow majority.

It is a curious fact that most of the Lancashire cotton towns have been traditionally conservative. That is true of Blackburn and it is equally true of other great Lancashire cotton towns now represented in Parliament by a Tory.

I have never been able to make up my mind as to the real reason for this conservative tradition. At one time there was almost a feudal atmosphere in the cotton industry. The great cotton mills were family affairs and families like the Hornbys, the Coddingtons and the Dugdales wielded a tremendous political influence in Blackburn. That influence is now almost extinct but the conservative tradition dies hard.

One of the factors that has made political progress more difficult is the declining population. I have already mentioned that Blackburn lost 24,000 of its population between the two World Wars. Even since 1945, despite full employment, our electorate has gone down by over 3,000. And the trouble is that in the main it is the young, progressive minded people who leave the town.

When I first came to Blackburn I found a well organised party, but financially poor. The Trades Council and the Labour Party

were separate bodies, and there was a very powerful branch of the I.L.P. Some of our ward committees were exceptionally good.

It must be remembered that at that time (1920) Philip Snowden had been associated with Blackburn for nearly 20 years. He had been one of the M.P.s for the town from 1906 to 1918. Probably few towns had more socialist propaganda poured into it during the early years of our movement than this town of Blackburn. That is the main reason for the first-class band of socialists the party has always been able to rely upon to do its work.

But that does not mean that the majority of the Blackburn electorate was socialist. Not a bit of it. At that time Blackburn was a double member constituency and it is fairly obvious that Snowden succeeded because of Liberal support.

In my early days in Blackburn I made up my mind that the party ought to stand on its own feet and that we should have two Labour candidates. That was the main reason why Snowden severed his connection with Blackburn and went to Colne Valley.

He knew, and I knew, that if we put up two candidates our chance of success was slim. But taking the long view it had to be done, and so in the 1922 general election we had two Labour candidates for the first time.

PHILIP SNOWDEN

One further word relative to Philip Snowden. I have said that he was a big political force in Blackburn and did much to build the socialist movement in the town. But I must record the fact that when he deserted from the Labour Party in 1931 I knew of not one single party worker who was influenced by his decision and deserted with him. That was an indication of how sound the Party in Blackburn really was.

And a good deal of that 'soundness' was due to another great socialist, who was one of our M.P.s from 1929 to 1931, that great personality, Mary Agnes Hamilton.

There was another decision I made in my early days in Blackburn and that was to secure an amalgamation of the two separate bodies the Trades Council and the Labour Party. I was told it would never be done, but by March of 1923 the amalgamation was an accomplished fact.

To-day the Blackburn Trades Council and Labour Party is regarded as one of the most important organisations in the town. It represents every single trade union branch and every possible section of the Labour Party. The local Press attend its monthly

meetings and report its discussions. It has direct representation on almost every important public body.

The Labour Group leader makes a report each month on the work of the town council and the delegates make a valuable contribution to the discussions of public affairs. This applies to other aspects of public life, such as Hospital Management, Health Executive Council, etc.

COUNCIL REPORTS

The delegates appreciate the opportunity to discuss such business and, although they cannot control the decisions of the town council Labour Group, they can and do offer sound opinion and advice. When you add to this the fact that public representatives take a real interest in our ward committees, and make similar reports to them, you will appreciate that it all helps to build a good party.

I certainly would not claim that Blackburn has a perfect party organisation and election machine. But we have always been in the happy position of having a very good and reliable band of active workers available to us at election times. And I think I can claim that our election work has been done fairly methodically.

It has been common for us to poll 70 per cent in our municipal elections, and a poll of 83 per cent in a Parliamentary election, as we had in 1955, is regarded by us as a low poll.

I have never known an election campaign in the town, either local or national, in which we have failed to get a fairly full and effective canvass. We never post our literature except in special cases. We can be certain of any item of literature being delivered to every house within 48 hours of its being delivered to a committee room.

And we never fail to run a committee room in close proximity to every polling station. There are actually 56 polling stations in the town which means that the great majority of the electors have only two to three minutes' walk. This is no accident but a deliberate bit of planning. It is part of the reason for our high percentage polls.

We have never indulged in any special election 'method' such as described in the Reading report. Up to now the party has always used a specially prepared canvass card with the register pasted on, and in the polling-day committee rooms we have used the pasted-up board. Despite our high percentage polls we have had little difficulty

(Continued on page 169)

Bitten by the Property Bug

THERE is a bee in my bonnet! It is that the Labour Party is bitten by the Property Bug.

First, is the dark, damp, draughty, dingy, dirty, derelict and depressing buildings which too often pass for party headquarters.

Old photographs on their walls make some of them more like museums. Until the arrival three years ago of a live-wire agent, one party actually left Messrs. MacDonald and Snowden adorning the office wall.

But the condition of headquarters is not the whole story. There is the fact that many are white elephants—a continual drain on funds and a guaranteed time waster at meetings.

Wilson Report

The Wilson Report talks of a penny-farthing machine. How much is due to parties being preoccupied with property affairs?

It is natural for a party to want its own headquarters—'Ons Gebouw' (Our Home) as the Dutch say. But it is a mistake to think—as some do—that a building is all they need for, Hey Presto, a live and energetic organisation. In fact it can easily be the reverse. Good parties are not built by bricks and mortar.

My local party had its H.Q. (a wooden hut) burnt down a number of years ago. Insurance amounted to £400, but the cost of a replacement, with kitchen and fittings was over £800. The balance was raised, without the benefit of headquarters, in three years. Since then, however, income has never reached that yearly level and, furthermore, money has had to be found just to run the hut.

This story is not unique. More than one party has struggled for years to buy a home, only to find itself with nothing more to work for when it got it.

Granted, we need premises, but only in so far as they contribute to our success—as a social centre, for meetings and office purposes.

This brings us to what is probably the most common dilemma—the size of our headquarters.

As a start we should recognise that times have changed. Members nowadays prefer

to meet on their own doorstep, if possible: it is increasingly difficult to get them to meetings in central premises. The order of the day seems—short local meetings and back to the 'tele'.

Where meetings have to be central, there is a lot to be said for holding them in the atmosphere of, say, the best hotel room available, in preference to an out-of-the-way meeting room which may almost be Victorian in character and possibly up umpteen flights of steps.

Readers may be surprised at the moderate charges at which really good rooms may be hired. Not exceptional is the constituency party which, over the last three years, averaged £14 for about 15 meetings a year. Eleven were E.C. meetings held in an hotel of a big town. The remainder were General Committee meetings held in a modern hall.

Even allowing for more frequent meetings, the cost would hardly be more than £25 per year for most parties. And suppose a C.L.P. rented office premises, it should be able to do so (London excepted perhaps) for between £40 and £60 per annum, which would probably include facilities for E.C. meetings.

Thus for, say, £70 a year a C.L.P. could rent its office and supply its business meeting requirements. This, with none of the troubles of property—caretakers, heating, repairs, lettings, etc.

Going one step further and thinking in terms of owning office premises the advantages are even greater. A slice of the £70 disappears—even when making allowance for heating, cleaning, repairs, etc., and hire cost for the General Committee meetings.

Big Headache

A big property headache is, of course, the cost. Income (including the value of party meetings) should exceed expenditure and meet allowances for repairs, decoration, depreciation and, if possible, future improvements.

Too often parties kid themselves and think everything is plain sailing if income meets, or nearly meets, expenditure. And then their 'income' often includes proceeds from special building fund efforts, which only serve to detract from the Party's real aims, since they divert effort.

If property is uneconomical, what is the

sense in hanging on to it? Rightly, we loath to part with premises founded as a result of sacrifice and effort by the movement's pioneers. But if they are costly and probably unsuitable, what other sensible course is there? And why manage rooms, with all the attendant troubles, just for the sake of uneconomical lettings at five bob a meeting?

The evidence clearly suggests that the emphasis should be on smaller, economical premises. The basic requirements are little enough. For the average C.L.P. a decent office, a couple of good meeting rooms and perhaps a room for social functions.

Realise Value

Or look at it this way. Collectively the Labour Party has property worth, I would guess, hundreds of thousands of pounds. Most is probably uneconomical, or just breaking even. If this value were realised and put into the purchase of smaller buildings it would release a fair balance, to say nothing of an improvement in organisation due to the lessening of financial burdens of property upkeep.

But no matter the size or type of premises, we should at least make them as attractive as possible. Everyone agrees that we want more people to come to meetings, but do we do anything to attract them?

The publican and the cinema manager know that they have to modernise to attract custom. Like it or not, we are in a similar position. We could well take a leaf out of their book. Even a coat of paint, comfortable seats and a few jobs by the party handyman can make a difference.

Looking ahead there is no reason why we should not have premises which are not simply clean and warm, but the kind of place people like to go to. Yes, fitted carpets, arm chairs and all! Why not?

Efficient Management

One final point for reflection. Property often forms a major item at business meetings and its efficient management is not nearly so simple as it seems. Yet very little attention is given to it as a whole. At elections, Head Office provides hosts of technical advice on printing, legal matters and other items. Could not some technical help be given about property?

Almost every party runs up against similar kinds of problems from time to time—letting on lease and other minor legal (but costly) problems; the most economical kind of heating systems; type of floors; lighting requirements, etc. I don't suggest an

Estates Managements Department, but a comprehensive booklet of guidance (duplicated would suffice), prepared by experts among Party members, and available through regional officers, would doubtless be invaluable.

PETER MOYER

Calling-Up Supporters

RECENT articles in the *Labour Organiser* have shown that some thought is being given to the problem of polling day organisation, which is such a vital factor in the ultimate result of an election.

Reading successfully put into practice a methodical system of organisation which many of us had been advocating for some time, and which, quite rightly, emphasises the importance of the polling day organisation.

Most of us have started with the assumption that every Labour supporter needs knocking up on polling day. Is this, in fact, so?

There are, even in the most Tory of areas a number of Labour supporters who, once they know there is a Labour candidate standing will cast their vote for that candidate at some time during the day without any knocking up at all.

With the shortage of active workers there is no real need to waste time constantly knocking on the doors of people who will be going to vote in any case, when the workers we have could be far more usefully occupied in persuading more lukewarm supporters of the need for their votes.

I suggest that our knocking up be confined to those supporters about whom there is some doubt as to whether they will vote without such a reminder. How this should be done may very well depend on the particular area concerned and upon individual tastes.

I am still inclined to be in favour of marking off the polling numbers on the prepared number or wall sheets. The names of the supporters to be knocked up are entered on a stout card, which is easier to handle than a flimsy piece of paper. It is a simple matter to bring these cards up to date from the number sheets whenever they are needed for knocking up.

The Reading suggestion of knocking up

road from 6.00 or 6.30 p.m. every half-hour is too much, and calls should be limited to about two or, at the most, three, in the evening. If you haven't been able to persuade a person to vote after three calls, further calls are only going to annoy. Moreover, I doubt whether half an hour is a sufficient time to be assured that the voter has got down to the polling station and his number has been recorded at the committee room.

What then of our more reliable supporters? Are we to leave them entirely alone? Most certainly not, but instead of using our active knockers-up why not make use of our more passive membership?

I would be prepared to bet that the majority of our book members, who may not be prepared to do anything else, if given a small list of a dozen names of the more reliable supporters in their immediate vicinity, would be only too willing to slip a 'Reminder to vote' leaflet through their doors at some time during polling day. It may well be that, in some cases, they may even be willing to make a personal call.

Of course, it is possible that some of these supporters may not have voted towards the end of the day and, if the other knocking up has been adequately covered, the person in charge of the committee room may decide to divert some of his proper knockers-up to give them a more positive reminder.

You may say 'This is all very nice, but

how on earth do we discover who these lovely reliable supporters are?' In an area where there is little or no chance of winning a local election why not run a campaign without any knocking up? Deliver an election address and leave polling day to look after itself.

Without Prodding

Surprisingly enough, a number of electors will vote Labour without any prodding or pushing, and a check of these against the canvass records or, better still, by a follow-up canvass, will give the nucleus of sure support, which can be added to from time to time and which, incidentally, can provide the basis of future membership and activity. Just one or two elections should be sufficient to sort out the wheat from the chaff.

What I am concerned about is establishing a new principle in our polling day procedure and not just a further refinement of it.

In the same way as there should be differences in approach to the Labour supporter, 'Doubtful' elector, or Opponent, so there must be a difference in approach to the supporter who *will* vote, from that to the supporter who *only may* vote.

We are constantly being told to make use of our records. Here is one way in which our records can be put to practical advantage.

MONTY SOLOFF

(Continued from page 166)

making this system work. And one of our difficulties has been that we have had little daytime polling. We have probably a higher percentage of married women at work than any other town in the country. So our polling day work must all be done from 6 to 9 p.m.

ACCURATE RECORD

It may be of interest to know that we manage to get an accurate record of how the voting has gone in every polling district. At a ward municipal election there are usually six official counting clerks and we send in six scrutineers. The same principle applies in a Parliamentary election. Each scrutineer hands his report to the party agent. Our final figures seldom vary from the official result. It is valuable information.

Finally, may I say that this Blackburn party has always been blest with good leadership. There has been some outstanding personalities in its ranks. The list would be too long to mention them all but I shall

always remember with gratitude men like Jim Frankland, Jim Johnson, Tom Hurley, Arthur Townsend, Teddy Porter. And the pages of our history are full up with the names of a glorious band of men and women who have done the donkey work.

To-day, the party is controlled by an executive committee which is a fine balance of experience and youthful enthusiasm, and we have an excellent Town Council Labour Group. Our first M.P., Philip Snowden, was a commanding national figure. Our present M.P., Barbara Castle, is an equally able and vivid personality. However controversial she may be, she is a first-class M.P. and Blackburn knows it. I am certain that Blackburn Labour Party will grow from strength to strength.

**The series of articles
'Party Business Meetings'
will be continued next month**

USE MAPS FOR PLANNING

MAPS play a very important part in our everyday life. They are used for a variety of purposes, they can be designed to provide any information that may be required, and they can be designed to play a very important part in organisational work.

They are a means of understanding a particular area, and understanding a constituency is the basis of organisation. Following a survey and analysis of a constituency, statements of fact in graphic form can be produced that can be readily understood by anyone, and they become operational maps for elections.

Before attempting to prepare these operational maps, it must first be decided what information will be required, and upon this will depend the number of maps that will be needed.

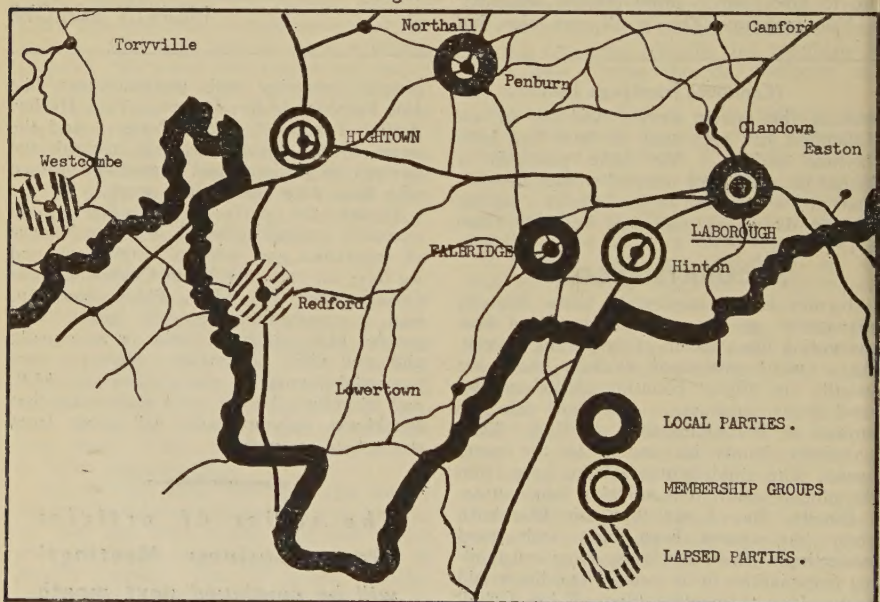
The information necessary for the basic

organisation of an election campaign and the administration of a constituency will be, distance between places and the time required to travel it; the location of all halls, schools, open-air sites and bill-posting stations; disposition of local parties and membership groups; and the location of polling stations, committee rooms, and the boundaries of the polling districts, with the figures of the electorate for each one.

It appears, therefore, that at least four maps will be required to illustrate this information. To use fewer would mean filling each one with a mass of symbols that would only be confusing.

Their preparation is fairly simple and cheap. I have recently prepared a set of four maps without any difficulty, and I am neither a cartographer nor a draughtsman. All that is needed to start this task is a one-inch Ordnance Survey map of the constituency, some tracing linen, bottles of coloured drawing inks and some ruling pens. By using tracing linen, a more durable master tracing is available for future use, tracing paper is easily damaged.

Figure One



G YOUR PARTY WORK

A tracing is made of the constituency boundary and of major, secondary and other good roads. At this stage no place names are inserted, and the only lettering required will be the name of the constituency at the top of the tracing, and possibly the names of adjoining constituencies.

From this tracing any number of prints can be made. Many firms make prints from tracings at reasonable cost and, of course, there is always the possibility of having a friend in a drawing office who could do them for nothing.

With the prints at hand, the work of illustrating the information starts. Each map must be designed to serve a particular purpose and the purpose of the map determines the kind and amount of details which are shown. Here care must be taken to avoid duplication, for example, there is no need to colour the roads other than on the road map.

The first job will be to boldly outline the constituency boundary, using a different colour for each map. This is best done with a three-sixteenth of an inch lettering or

'Witch' pen. By using different colours for each one, it will be seen at a glance that each map is serving a different purpose.

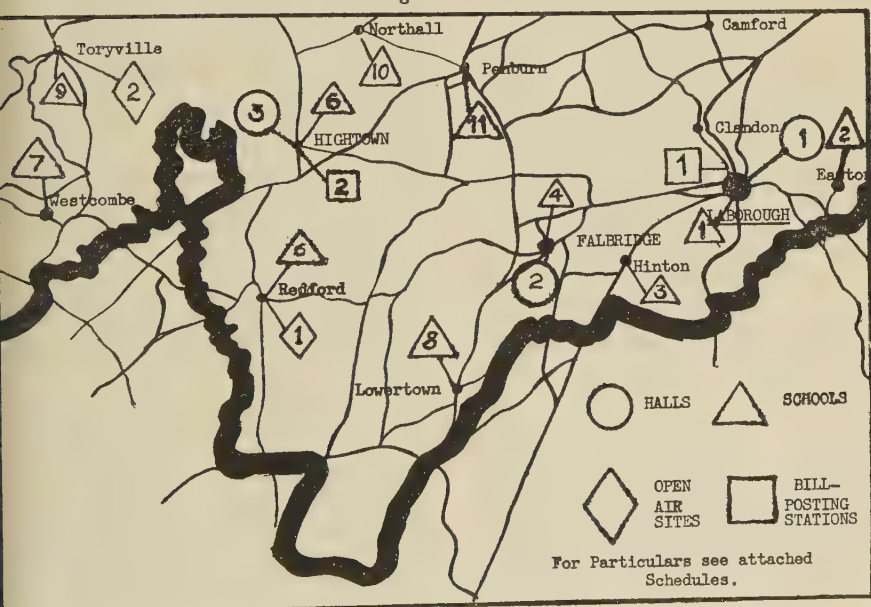
The first map will show all major, secondary and other roads, and these are distinguished from each other by the use of thick red lines for major roads, slightly finer green lines for secondary roads, and fine bright yellow lines for other roads. There is no need to show all the roads, we are only concerned with the best means of getting about the constituency.

We now face the problem of place names, this is overcome by marking the map to coincide with the folds on the original O.S. Map, and cutting it into strips. It is then quite simple to type the place names, and it makes a first-class job of the lettering.

With a pair of dividers the distance between each place can be measured and shown, and as these roads are travelled the approximate time required can be added and can be shown thus, 12 (25). Twelve being the number of miles and the figures in brackets being the time required in minutes.

(Continued on page 172)

Figure Two



(Continued from page 171)

The second map will show the location of local parties, membership groups, and lapsed parties and groups. These will be shown by the use of symbols (see Figure 1). I have used coloured gummed-paper reinforcements for this purpose, purple for local parties, red for membership groups, and yellow for lapsed parties, and found them ideal. Care must be taken here that when typing the place names, sufficient space is left for the gummed reinforcements.

By showing the lapsed parties, an organiser has some idea where there has been some form of organisation, and can take steps to get these restarted. Once restarted, the yellow circle is covered by another of the appropriate colour. A glance at this map when completed will reveal the areas where development is necessary and it can be used to assist in the planning of membership drives.

Map number three will be used to show the location of all halls, schools, sites that may be used for open-air meetings, and bill-posting stations. Figure 2 illustrates how this may be done by the use of symbols with a number, though circles of different colours will do just as well. In conjunction with this map there will be a schedule giving details of the exact location, the capacity of halls and schools, to whom application must be made, charges, special conditions, etc.

The final map will reveal the boundaries of polling districts, with the districts suitably coloured, so that they may be easily distinguished from each other. Care must be taken when colouring the polling districts to use a colour that will not be the same as the symbols which will be used to denote the position of polling stations and committee rooms which will also be shown on this map. Finally, a slip of celluloid will be fixed in each polling district on which may be written the total number of the electorate, by using a chinagraph pencil, the number can be wiped off and changed at any time.

We now come to the task of mounting the maps that have been cut up for typing. This may seem extremely difficult, but in fact it is quite easily done. All that is required is sufficient tracing linen to back each map, a fair quantity of rubber solution, which may be obtained from the photographic counter of most chemists, and a little patience. The rubber solution is applied to both the linen and the back of each section of the map, and when nearly

dry the sections are fixed leaving about $\frac{1}{8}$ inch between each one, this makes for easy folding. It is not a messy operation, but should any of the solution get on to the face of the work, it can be removed by rubbing it with the fingers when it is nearly dry.

With this done, we have a set of maps that will do much to aid organisation and the planning of election campaigns. With all this information in this form it will be quite simple to plan an election campaign in constituencies which cover such big areas. We will know exactly where all the halls and schools are, and to whom we must apply for their use, the best method of getting from one place to another and how long it will take, where we can conduct open air meetings, and so on.

All this can and should be done now for who knows when we shall be plunged into the next election—it may be sooner than we think.

V. G. Marshall

New Agents

THE following Agency appointments have been approved by the National Executive Committee:

MR. W. A. BROWN—as Agent for **Aylesbury**. Mr. Brown has been a member of the Party for 19 years. He has been a full-time agent for 12 years, serving at Keighley, Heston & Isleworth and Rochester & Chatham. He holds Grade 'A' Certificate. He is 35.

MR. J. LYONS—as Agent for **Eastleigh**. Mr. Lyons has been a member of the Party for 30 years, and has been full-time agent at Reigate for four years. He holds Grade 'A' Certificate. He is 48.

Mr. H. WILLIAMS—as Agent for **Grantham**. Mr. Williams has been a member of the Party for 22 years, and has been full-time agent at Lincoln for eight years. He is 47.

MRS. L. HEALEY—as Agent for **Walsall South**. Mrs. Healey has been a member of the Party for 22 years, and has held many Party offices. She is 46.

MR. W. FRANCIS—as Agent for **Devizes**. Mr. Francis has been a member of the Party for 12 years. He has been a full-time agent for seven years, serving at Spelthorne, Bridgwater & Spenborough and Basingstoke. He holds Grade 'A' Certificate. He is 49.

The Regions Report

MEMBERSHIP CAMPAIGN LAUNCHED

The membership campaign is under way and first reports from the Regional Organisers show that it is going well.

As a preliminary to the recruiting of members, in many constituencies collecting arrangements have been overhauled to make certain that when the new recruits come in they will be retained.

The campaign is to continue until the end of 1957 with a target for each region which, if achieved, will bring the total individual membership of the Labour Party to a record figure.

The key-note of the effort is the persistent and systematic bringing into Party life of tens of thousands of Party supporters now outside its ranks.

Northern

THE target set for this region is 20,000 new members

From the regional office we have set a target for each of the constituency parties, based upon a survey of the membership in recent years and upon the varying circumstances in each particular constituency.

All constituency parties have been informed of their targets and have been urged to ensure that before any intensive campaign for new members is begun, the system of collecting (including, of course, the number of collectors) is adequate to cover both present and prospective members.

The Regional Organiser or the Regional Women's Organiser is meeting each of the constituency parties to discuss the campaign. Indeed, a large number have already been met. These officers have given practical advice on the methods of increasing and, what is more important, on holding new members. Especially have they stressed that there is little purpose in securing new members unless

(a) subscriptions are regularly collected in full;

(b) party activities are sufficient in number and good enough in quality to attract new members.

We have found that a number of constituency parties are, as all of them should be, appointing a responsible officer (agent, secretary or other suitable person) to compile and keep a central record of all members and to have general oversight of the work of all collectors. Such an officer, receiving regular returns from the collectors, can see where the weaknesses are and give or try to give help or advice in repairing them.

D. ALGER

East Midlands

THE East Midlands have been given the task of recruiting 30,000 new members by December 1957, which is in effect an increase of 70 per cent on our present membership.

To encourage all units of the party to participate in the campaign the Regional Council are going to give incentives, both to individuals and parties, who put up meritorious performances during it. The exact form of these incentives has not yet been worked out but a sum of about £30 will be used in awards which might include scholarships to schools (both week and week-end) books or book tokens.

The most outstanding achievement might be rewarded with a visit to the House of Commons, with dinner as the guest of the East Midlands Parliamentary Group.

The organising staff have been active visiting constituencies encouraging them to organise campaigns. These are taking various forms. A number of constituencies are concentrating their efforts in an intensive campaign built around their Member of Parliament or candidate. Others are campaigning steadily each week, except of course during the peak holiday period.

Some examples are as follows—Belper (Member of Parliament—George Brown) who have planned a three weeks' campaign starting on 27th August, during which it is hoped to visit 30 villages recruiting new members. Derby are first concentrating on

the 'Y' votes and they are in the process of visiting them all. In addition each ward is being given a target of new members to be obtained by the end of the year. The Stamford local party are out visiting Labour promises one night each week and have been since the May elections.

N.A.L.S.O. canvass teams have been active in marginal seats and they have enrolled 174 new members in South-East Derbyshire and 309 in Rushcliffe. In one ward in West Nottingham the party have recruited 58 new members in one week.

Wellingborough has been steadily recruiting members for the past three months and to date they have enrolled 180 members in Rushden. This has been achieved in the main by a payment on a commission basis to one or two party members to undertake the work. This method is paying dividends not only in recruiting new members but also in ensuring the collection of membership subscriptions. The party has collected £120 approximately up to June as against £168 for the whole of last year.

Consultations with parties have included reviews of their collecting machinery in an attempt to see that the members recruited are retained by the party.

Some parties have as yet made no plans, but it is hoped that the example set by the few parties mentioned in this short report will stimulate them to play their part in reaching the target set us by the National Executive Committee.

From our experiences over the past months there is not the slightest doubt that large numbers of people are only waiting to be asked to join the Labour Party. The only question is will the Party find the people to do the asking?

J. CATTERMOLLE

Eastern

FIRST of all we compiled a list of C.L.P.s which had a reduction of individual members in 1955. To these we sent a special appeal, urging them to do their level best to replace their losses during 1956.

This appeal was followed by visits from the Organisers who stated the case for redeeming the position. At the same time the need for setting up effective collecting machinery was dealt with.

It is too soon to know the results of this effort, but the extra membership cards ordered indicate that it met with some success. Moreover, in every case we experienced a spirit of co-operation and we feel convinced that this will be reflected in one

of the best and biggest efforts we have ever made.

Our next step was to fix targets for 1956 and 1957 for each C.L.P. In the main they have been accepted and if they are achieved we shall have 150,000 members by the end of 1957.

This done, a circular was sent to each C.L.P. in which we stated the general case for increasing individual membership and in which we made suggestions to this end.

In our campaign we are emphasising the need for establishing effective collecting machinery, for it is a waste of time and money to enrol new members and then lose them because there is no one to collect their contributions.

At our meetings and talks with the agents we have also agreed that it is far better to try and get new members in selected parts of a constituency rather than to start a general campaign which could not be sustained and which would not yield the results we all desire.

Our campaign is, therefore, based on canvassing for new members in selected parts of each constituency, for we are sure that concentration on these parts will yield the total number of new members required to attain our regional targets. It is a practical approach which we believe will pay dividends in the long run.

In our campaign we are transferring canvassers from safe to marginal constituencies. East Ham North and South are helping Walthamstow East, and the first canvass yielded 75 new members. Dagenham are assisting Chigwell and so far 110 new members have been enrolled there. Barking are giving a hand to Hornchurch and West Ham North have kindly agreed to help Epping. Judging by the thorough preparations which are being made we shall secure good results in these marginal constituencies.

Finally, we are again expecting a lot of success from N.A.L.S.O. They will do *fourteen weeks' work in twelve* marginal constituencies and if they work as enthusiastically and efficiently as last year we shall certainly add a lot of new members this year.

We are not indulging in any short spectacular scheme, for we realise that success can only come from thorough preparation and continuous endeavour.

W. T. YOUNG

Welsh

THE target set in Wales is 57,667, an increase of 20,000 upon our 1955 membership.

The Regional Executive Committee, acting upon the recommendations of the Organisation Sub-Committee which gave this matter detailed consideration, decided to communicate with constituency parties in Wales urging them to participate in the campaign. In assessing the target for each constituency it was decided to ask each constituency to bring up its Individual Membership to at least one in twelve of the 1955 Labour vote. If this could be achieved it would give us a membership of 68,807.

Each constituency was written to giving the above-mentioned information and with a number of suggestions.

Parties were asked to plan their campaign before the summer holidays in order that the campaign may commence in earnest immediately following the holidays. They were also advised that any help required from the Regional Office in the preparation of their plans would be forthcoming on application.

Progress Reports are to be asked for from time to time and will be considered by the Regional Council Executive Committee. A meeting of the constituency party secretaries will be convened to consider what progress has been made.

C. PROTHERO

West Midlands

THE West Midlands target of 108,000 members necessitates an increase of 44,000. The Regional Council has set targets for all 57 constituencies—these are realistic and take into consideration many factors and not just the Labour vote.

All constituency parties were sent details of the campaign, the constituency target and suggestions for carrying through the campaign. Similar communications were sent to all local Labour parties.

Efforts have been made to meet as many constituency parties as possible to explain the campaign and how it should be tackled. We are also seeking to attend subsequent planning meetings, and this personal direct contact will continue throughout the campaign.

We are finding general appreciation that this is not to be just a short spectacular effort with an emphasis on members as 'heads', but rather that it must be a sustained effort with steady enrolment of new members, and linking the campaign with improvement in collecting machinery and the building of solid base organisation.

We are first persuading parties to review the membership position and existing collect-

ing machinery. In many constituencies membership is being found to be even more inflated than was feared, and the collecting machinery to be so inadequate that only a small proportion of subscriptions have been collected.

It is being found necessary to give attention to all constituencies—with the marginals obviously first. Many constituencies with large Labour majorities have appallingly low membership and but little real organisation—development is vital if they are to be in a position to help the marginals in later efforts.

A number of difficult, Tory-held rural constituencies have slumped badly in recent years, and the Regional Council is prepared to assist such parties, where necessary, to obtain necessary campaign literature, by grants from a very limited Regional Special Areas Fund.

This preliminary report may seem pessimistic, but to secure results the true position must be revealed. This aspect has been strongly emphasised on the constituency parties.

Progress of the campaign in the region will be given in a bulletin to be issued at intervals. Brief factual reports on progress are to be obtained at two-monthly intervals to supplement the information in the Regional Office.

Half the constituencies have yet to return the first report form, although this was sent out a month ago with stamped addressed envelope for its return! We are finding that many constituencies have no machinery for securing details of the membership in each locality and the amount of subscriptions collected—parties are being urged to establish such machinery, for the constituency committee cannot effectively plan in the absence of this essential information.

In too many constituencies organisation has not been a regular item on committee agendas, and in recent discussions some bad breakdowns have come to light.

We are satisfied that most parties are carrying out our request that the period up to September be used in reviewing and improving collecting machinery, and preparing plans for the systematic canvass for new members. Some recruitment is already under way.

Some constituencies, including Shrewsbury, Ludlow and Oxford, are to form a constituency canvass team to work in their less organised areas. The regional staff assisted during August in special period efforts in Wenlock and Hereford. N.A.L.S.O. teams

are working full-time for a month in both the Burton and Banbury constituencies.

Mr. E. W. Morgan, former Kidderminster agent, was engaged for three months on special membership work. At Oldbury, in 3½ weeks, he enrolled 321 new members, all covered by collectors, although the previous total membership of the Oldbury and Halesowen constituency was only 596! In the Walsall (South) marginal constituency, Mr. Morgan enrolled nearly 300 members in three wards of the Aldridge urban district, again having them covered for collections.

Other notable achievements are Cradley ward (Oldbury and Halesowen) has achieved over 200 members for the first time ever. Wilnecote (Meriden) also reached 200 members, twice its previous highest membership.

Oswestry constituency enrolled 60 members in Whitchurch urban, without a local party for the past few years. Similarly, at Shifnal, in the marginal Wrekin constituency, two canvass efforts enrolled 60 members, and there will shortly be formed a local party for the first time for many years.

The West Midlands has no intention of building a 'stunt membership', but we hope at the end of the campaign to have effected considerable development in membership along with improved organisation.

H. R. UNDERHILL

North Western

IN preparation for the National Membership campaign the Regional Executive Committee in the North-West has given careful consideration to the target suggested for this area, viz., 165,000 members, which means an increase of 52,000 from autumn 1956 to the end of 1957.

The increase has been broken down to constituency level and each C.L.P. has been informed of the target in its own constituency.

Each C.L.P. has been asked to convene a special meeting of its General Committee for the purpose of planning the campaign and at each of the meetings the Regional E.C. will be represented by one or other of the regional staff and/or members of the Regional E.C. Already a number of these meetings have been successfully held and further meetings are arranged.

In many constituencies work has already commenced and continuous canvassing for new members is proceeding. In addition, a number of special campaigns have been arranged in co-operation with the Regional

Office and these to date have yielded 2,720 new members and a substantial number of workers.

An intensive campaign with the co-operation of Labour University students is organised for the period 7th August to 29th September, during which period canvasses will take place in 26 constituencies. In each case plans have been worked out with the C.L.P.s and with the co-operation of local party workers, a target of over 11,000 members has been set for this campaign.

R. C. WALLIS

London

WE believe in the maxim 'make haste slowly' when it comes to membership work. It should not, however, be inferred from that that we don't believe in getting up speed. But, quite definitely, we are hostile to the flash-in-the-pan type of membership effort by means of which a large number of membership forms are filled up, but for many, or even most of the individuals concerned, that is the last they hear about their joining the Labour Party.

We put first things first. First, we want to see adequate collecting machinery and, if that doesn't obtain, we seek to create it. Second, we cause a canvass to take place in the areas where the collecting is likely to be looked after. Third, we try to get some of the new members interested in the idea of collecting. Fourth, we follow all this up by examining the results after a lapse of several months.

That is the way in which the very big membership parties like Woolwich and South Lewisham have been working for many years. In a sense, they have membership campaigns on the go all the year round. In either of these parties it is necessary to enrol a thousand members a year merely to keep the membership figures steady and similar 'intakes' are equally necessary in all the large membership parties. In these areas it is really neither necessary nor desirable to try to bring regional influence to bear to get good membership work done.

Beyond showing a general interest in the activities of our parties with really substantial membership, the Regional organising staff are not attempting to stimulate membership work in those constituencies. Instead, we are trying to help where our help can be more useful. Here, the appointment of our team of Organising Assistants seems likely to be quite effective.

In one marginal constituency the Organising Assistant found that the collecting and

membership organisation in one ward had suddenly collapsed and with it, the ward machinery generally. He sought and obtained the permission of the officers of the constituency party to find new collectors, polling district officers and ward officers. He succeeded. Now, membership-making is going ahead in that ward.

In another constituency the amount of subscriptions collected was low in relation to the nominal membership. In this instance a good deal of internal controversy had taken place on a matter of considerable political consequence and there had been expulsions and appeals. The upset in party affairs had contributed powerfully to the decay of the collecting organisation and of the party machinery generally.

In these circumstances the Organising Assistant, helped by a group of student-agents as part of their training, with the approval of the party officers, interviewed the members, found out who was doing the collecting and whether it was being done properly, found and appointed new collectors, and generally re-established the machinery in the most badly affected areas.

In doing this, they found that in nearly all cases they were very well received by the members when they announced that they were from the Regional Office and had been sent in to help the constituency party.

These experiences could be multiplied. It is part of our general plan for the expansion of membership to examine the existing machinery for collecting and, wherever possible, to give practical help in the creation and maintenance of a collecting organisation which can stand the strains and stresses of modern political activity.

We are engaged, of course, in direct canvassing operations in many parts of the region and a carefully worked out scheme for our two N.A.L.S.O. teams has been put into operation by John Hill, the Assistant Regional Organiser, and is being supervised in detail by each of the Organising Assistants. These efforts are confined to some of the marginal constituencies. We expect them to pick up several thousand new members this way, but it cannot be more than a relatively minor part of the full campaign.

J. RAISIN

North Eastern

THE Regional Council's Executive Committee considered a plan of campaign and fixed targets for each constituency with

the purpose of achieving a 10 per cent overall membership increase in the region.

The plan approved includes the appointment of a membership secretary in each constituency party, and a membership committee consisting of the ward or local party membership secretaries in the constituency.

This committee will be responsible for the direction of the campaign at constituency level and for a continuous check on the methods of collecting contributions, including the securing of additional collectors in preparation for the recruitment drive.

Campaign notes, prepared by the council, have been issued to constituency parties and these have been welcomed by a large number of parties and will form the basis of the constituency campaign.

The notes include suggestions designed to assist in overcoming some of the difficulties experienced by parties which have endeavoured to build and retain a good individual membership.

Stress has been given to the importance of overhauling the collecting methods: the introduction of incentives for collectors, local or ward parties, and the creation of a competitive spirit; approaching established members inviting them to pay their contributions on a quarterly, half-yearly or yearly basis; the issue of a newsletter to the membership giving information about the activities of the party, the work of the Member of Parliament or prospective candidate and identifying him, or her, with the campaign.

A number of parties has already commenced the campaign and some satisfactory results have been obtained.

The Keighley C.L.P. has achieved considerable success through a campaign which is based upon canvassing selected areas for which collectors have already been obtained. This campaign will continue throughout the campaign period.

Colne Valley has also commenced a door-to-door canvass which is producing satisfactory results. This canvass is being combined with the efforts to build up a marked register for the constituency.

The Hull West constituency has prepared an excellent plan of campaign to be based on the canvass records of past elections, which will be led by a team of volunteer canvassers recruited at constituency level. The team will give one night each week to canvassing in the more difficult Wards.

At regional level, the Women's Organiser has recruited a team of canvassers, consisting of about ten persons, who are giving service at frequent intervals in marginal constituencies. The team has received

special tuition and has already accomplished excellent work. The N.A.L.S.O. canvassing team will spend six weeks in selected constituencies doing similar work.

J. ANSON

South Western

THE National Executive Committee set a target of 35,000 new members for this region, the target to be reached by the end of 1957. This target, added to the recorded membership for 1955, should give us a total membership at the end of 1957 of nearly 96,000.

The number of Labour votes cast in the region at the General Election of 26th May, 1955, was 702,422; therefore, our anticipated membership at the end of 1957 will represent approximately 13.6 per cent of that vote.

Before launching the campaign, it was necessary to enquire into the peculiarities of our parties, and the possibility of their realising the target set for them. Further, consideration had to be given to the targets for constituencies where full-time organisers are employed.

In some cases, special peculiarities appear to be inexplicable. Where the peculiarity of a far-below-average membership is recorded, the party concerned usually blames the apparent political apathy, and yet, in neighbouring constituencies, with similar geography and a comparable industrial or rural setting, the membership is far above average.

It is sometimes necessary to quote the extraordinary achievements of a number of constituencies to convince low-membership parties that they are using excuses for inactivity, and that in practice, they are being 'carried' by the more energetic and efficiently organised parties.

Although the present membership campaign is a special one leading up to the next General Election, the fact remains that every year it is necessary to enrol a substantial percentage of new members, in order to counter normal wastage. There may be no statistical relationship, but the fact remains that in the average constituency, the electoral register varies each year through death and removal by about 10 per cent, and there appears to be the same reflection in the decrease each year of individual membership in certain constituencies.

It appears necessary, therefore, outside of this special campaign, to bring into the party

approximately 10 per cent new members each year, to cover normal wastage.

In the South Western Region, we are conducting the campaign in two stages. Our first stage, from now until the end of 1956, and the second, from the beginning to the end of 1957. I think the psychology of this is sound, as there is nothing that puts a party off more than the realisation that it cannot reach the target set in a given period.

A target has been sent to each of our constituencies, together with suggestions to how it shall be dealt with at constituency level. For instance, if the campaign is to be successful, it will have to be conducted in the main at local party level. Our first suggestion to our constituencies is, therefore, to break down the constituency party target to local party target. This, I feel, is good sense, because in a constituency where the target for new members is say 500, if in that constituency there are 20 local parties the average target for each local party will be only 25.

A further suggestion is that once the local party target has been set by the constituency party Executive Committee, and before the target figure is conveyed to the local parties there should be a conference of local party officers to explain why the targets have been set, and to plan the general organisation of the campaign.

A further suggestion is that at the conference of local party officers, which, of course, includes the officers of women's and youth sections, special and detailed attention shall be given to the collection of membership contributions.

Here again, on the collection of membership contributions, there are varying peculiarities. In the same way as we find one constituency with an appallingly low membership and its neighbour with an extraordinarily high membership, so we find one constituency with an average yearly collection of say 2s. 6d., against its neighbour with an average annual collection of 5s. to 6s. As one is tempted to say to the low membership-party 'Why cannot you do the same as your neighbouring constituency?' one is also tempted to ask 'Why cannot you collect the same average as your successful neighbouring constituency?'

When sending out targets and the suggestions for the organisation of the campaign we attached a questionnaire asking for the dates of constituency party Executive Committee meetings when the targets would be discussed, and the dates for the conference of local Labour parties. These questionnaires are coming back, and it is hoped

that the Regional Officers will visit a very large percentage of the meetings.

It will be difficult in view of the many other commitments for us to attend all these meetings, but so far, we are proceeding fairly well, and in a number of places, the campaign is under way, and results are beginning to trickle through.

In the early part of July, and as a prelude to the campaign, a consultation with our full-time agents was held, when difficulties were aired, and the campaign discussed.

A further important part of the campaign is the bringing into the region from 1st July to the end of September, teams of student canvassers, equivalent to 49 man weeks.

Also, there was a meeting at the House of Commons on 9th July with the Labour M.P.s for the region, to enlist their support for the campaign.

E. V. REES

Southern

IN the ten post-war years, the Southern region has been a place of low Labour vote and relatively high Individual Membership. To-day the impetus of recruitment tends to be slower and the days of sensational increases have ended.

Plans for developing individual membership in the Southern region have been built round the competition for the Membership Shield, which was presented to the region by the National Executive Committee for annual award to the party making the most meritorious effort. The party winning the Shield will also receive a cheque for £25 from the Regional Council.

At the end of December 1955, a membership target was set for each constituency party for 1956. A 'points' system will be used for calculating the progress made by each party. The points will be awarded for increased membership and the average of membership contributions collected per member.

The Regional organising staff have met or have arranged to meet the Executive Committees of a number of constituency parties where membership figures are low.

It is a big task that has been set for the Southern region but the campaign is gaining momentum.

In the little Hampshire village of Sparsholt, boasting an electorate of only 300, a new Labour Party has been established and its membership—79 in mid-August—is increasing weekly.

Membership recruitment is proceeding at

Gillingham. By August bank holiday, 250 new members were enrolled.

In the village of Eastry in Kent, 23 new members were made during one August evening and in the Kentish village of Wingham, 12 members were enrolled in the course of another evening.

During July, as an incident to canvassing for a marked register, a small band of workers in Portsmouth enrolled 132 new members and the party acquired the services of four new collectors.

F. SHEPHERD

Scottish

FOLLOWING the decision of the National Executive Committee in April, plans were prepared to organise the membership campaign. The state of each Constituency Labour Party was reviewed and membership targets set to be reached by the end of 1957.

Next, selected constituency parties were visited; their collecting system overhauled and efforts made to obtain additional collectors in readiness to absorb new recruitments. In some constituencies the Women's sections and federations are specially active.

Some parties then began their work of recruitment and North Lanark speedily reached its target by increasing membership from 2,280 to over 3,000—and it is still going strong.

The student canvassing teams were used to supplement the local voluntary workers in marginal constituencies. West Renfrew has sprung from 1,200 to 2,255, Central Ayr from 1,300 to 2,042, and Lanark has passed its target and now has 5,308 members, the highest ever for a Scottish constituency.

Other successes have been marked in Dundee East and Dundee West and the campaign is really only beginning to get into its stride.

Our experience so far shows how important it is to secure the collecting machinery before embarking on recruitment. It also shows that it is possible to recruit substantial numbers of new members by persistent effort.

While special attention has been given to marginal constituencies efforts are being made to stimulate all constituencies to make a success of the campaign.

A member of the regional office organising staff is now specially detailed to concentrate on the membership campaign throughout the region.

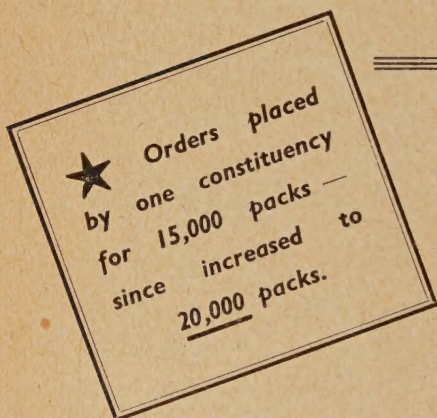
W. MARSHALL

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